

ABSTRACT OF THE DISCLOSURE

A system and method for the distribution of individualized multimedia content over a network to a number of recipients. The system assembles a message containing multimedia content which is extracted from a media content repository in response to information about the intended recipient. The multimedia content is thereby individualized for the particular recipient; for example an individualized audio greeting containing with audio annunciation of the recipient's name within multimedia message. Multimedia elements may be variously combined within an individualized message containing audio, graphics, text, animations, video, and/or ecommerce/transaction primitives. The system provides the ability to develop and manage the multimedia content repository, control the distribution of the individualized multimedia content, and report on system activity. By way of example and not of limitation, the individualized content may be delivered through an email to the recipient as part of an email campaign, as a multimedia message through other networks, or as graphic and text output on a printer.